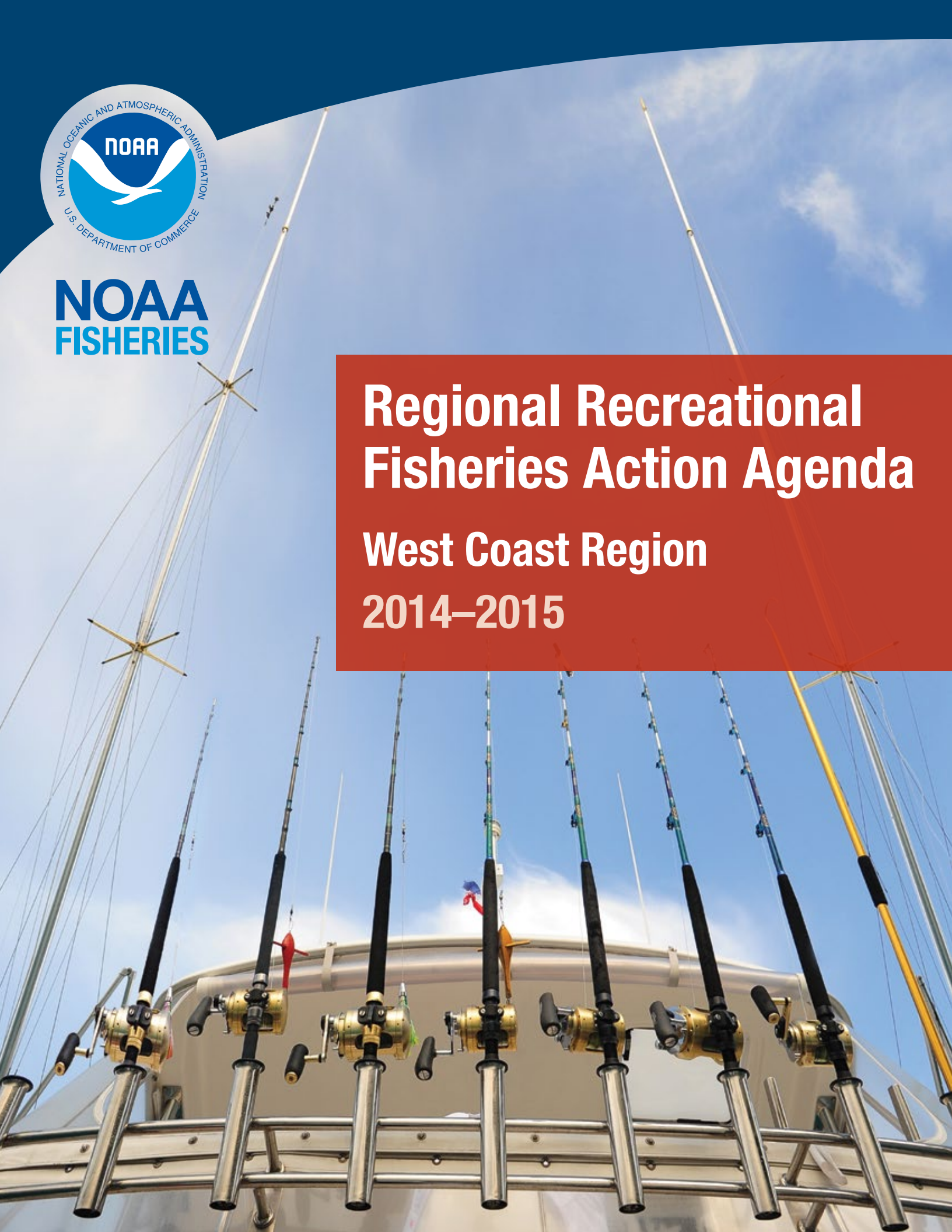


**NOAA**  
**FISHERIES**

# **Regional Recreational Fisheries Action Agenda**

## **West Coast Region 2014–2015**



# Regional Recreational Fisheries Action Agenda

**2014–2015**

**U.S. DEPARTMENT OF COMMERCE**

**National Oceanic and Atmospheric Administration  
National Marine Fisheries Service**



**NOAA  
FISHERIES**



# A Message from the Assistant Administrator for Fisheries

I am proud to present NOAA Fisheries' Regional Saltwater Recreational Fisheries Action Agendas for 2014–2015. These Action Agendas are the culmination of an important collaborative dialogue with recreational fisheries constituents and signify our continuing commitment to anglers. They were prepared by NOAA Fisheries staff in our Regional Offices and Science Centers and will be implemented for, with, and by people in your community.

Our vision for the future is thriving fish stocks, healthy fish habitats, vibrant coastal communities, and world-class fisheries. Achieving this goal requires a foundation of trust—built through sustained action—between NOAA and the recreational saltwater fishing community. In 2009, NOAA pledged to improve relations with the recreational fishing community and announced the Recreational Fisheries Engagement Initiative. We have now made many improvements and completed dozens of important projects in every region and nationally. Responding to the requests of fishermen, we created a new opportunity for angler input, by establishing recreational fisheries working group associated with the Marine Fisheries Advisory Committee, and we are improving recreational catch data through the Marine Recreational Information Program and socio-economic information through a number of surveys. We also are enhancing conservation by working with anglers to improve the survival of recreationally released fish. These updated Agendas build on our progress and put us on a path for continued success.

Our track record of measured, significant progress has helped us establish a firm foundation on which we can build as we turn our attention toward evolving issues. Looking forward, some of the issues and challenges we will face include: the reauthorization of the Magnuson-Stevens Fishery Conservation and Management Act; continued implementation of improved methods for recreational data collection and reporting; and increased demand for fishing opportunities as coastal populations grow and oceans warm.

An open and honest dialogue with the recreational community is critical. As we head toward our next Recreational Saltwater Fisheries Summit, planned for April 1–2, 2014, we'll look for new opportunities to engage about the future of recreational saltwater fishing. As our budgets continue to be a challenge, partnership becomes even more critical. Please take a few minutes to review this document and share it with others in your community. Follow our progress through our e-newsletter FishNews and through regional recreational fisheries websites. I look forward to continuing the conversation and I will see you on the water.

Eileen Sobeck  
*Assistant Administrator for Fisheries*





# Background

The marine recreational and non-commercial fishing community is NOAA Fisheries' largest single constituency. In 2011 alone, an estimated 11 million anglers took 70 million fishing trips, which contributed roughly \$56 billion to the national economy in sales impacts, \$29 billion in value-added impacts, and supported 364,000 jobs. Recognizing that partnership is the best approach to effectively address the interests of anglers, NOAA embarked on the Recreational Fisheries Engagement Initiative, in 2009. The goal of this focused effort was to establish a stronger and more trusting partnership with the recreational fishing community. To implement this Initiative, a National Policy Advisor for Recreational Fisheries was appointed, and a National Recreational Fisheries team was created.

In 2010, NOAA Fisheries convened a National Saltwater Recreational Fishing Summit near Washington, DC, that gathered over 100 participants from all regions, representing a broad range of saltwater fishing backgrounds and experience. The direct result of the Summit was the development of a National Recreational Saltwater Fisheries Action Agenda.

The need for external engagement and input on recreational fisheries management and science at the regional scale was recognized, and hence the NOAA Fisheries Regional Recreational Fisheries Coordinator Network was created. This team works in concert with a National Recreational Fisheries Team to help develop and implement the Engagement Initiative through national and regional action agendas. These agendas are aligned with five broad goals to improve recreational fisheries identified at the national Summit and outlined in NOAA's 2010 National Saltwater Action Agenda:

- Improved recreational fishing opportunities.
- Improved recreational catch, effort, and status data.
- Improved social and economic data on recreational fisheries.
- Improved communication.
- Improved institutional orientation.

Nearly four years have passed since the 2010 Summit and much has been accomplished. It is time to update the regional Action Agendas to reflect the evolving priorities of constituents and changing fishery conditions as stocks rebuild. Spring 2013 included many opportunities to work with anglers on developing the way forward and identify priorities for 2014 and 2015, such as the roundtable discussions hosted in each NOAA Fisheries region and the Managing Our Nation's Fisheries III Conference. Building on input from these events and others, the regional Action Agendas serve as public roadmaps detailing region specific priorities and objectives for addressing recreational fishing issues. The input obtained during the development of these documents will also be used to inform the focus of a planned April 2014 National Saltwater Recreational Fishing Summit.

# West Coast Region

*As of October 1, NOAA Fisheries Northwest and Southwest regions are formally merged into a single region: the West Coast Region. The scope of NOAA Fisheries' work on the West Coast has not changed with this new structure and the Region will continue to focus on coast-wide program responsibilities, including all of the agency's authorities under the Magnuson-Stevens Act, Endangered Species Act, and Marine Mammal Protection Act.*

## Regional Overview

Marine recreational fisheries on the U. S. West Coast encompass resident and non-resident anglers fishing from shore, private boats, and a commercial passenger fishing vessel (CPFV) fleet that provides access and guiding services to anglers.

West Coast recreational fisheries include a diversity of stocks. Key groups for finfish include albacore and other tunas; baitfishes; barracuda, bass, and bonito; croakers; flatfishes; greenlings; mackerel; rockfishes and scorpionfishes; salmon, sculpins, sharks, and skates; smelt and herring; sturgeon; and surfperches. Key groups for non-fish include crab, clams, and oysters.

Recreational fisheries are economically, socially, and culturally important, measured in part by the number of jobs and income supported by trip and durable goods-related expenditures, as well as the economic value placed on fishing and fishery resources by the public. In the West Coast region in 2011, 1.5 million anglers made roughly 6.1 million saltwater fishing trips for finfish and spent more than \$1.6 billion on fishing trips and durable equipment that supported more than 15,000 jobs and approximately \$2 billion in sales.<sup>1</sup>

Fisheries management on the West Coast is a shared enterprise between numerous federal, state, tribal, and international bodies.<sup>2</sup> Recreational fisheries primarily occur in non-federal waters (0 to 3 nautical miles off the coast) and are managed respectively by the states of Washington, Oregon, and California. Interstate coordination is facilitated through the Pacific States Marine Fisheries Commission. The Pacific Fishery Management Council and NOAA Fisheries manage fisheries occurring in federal waters (3 to 200 nautical miles off the coast). Management of these fisheries is separated into four fishery management plans: coastal pelagics, groundfish, highly migratory species, and salmon.

Saltwater catch and effort data in the region are collected by state sampling programs, and feed into Pacific States Marine Fisheries Commission's Recreational Fisheries Information Network (RecFIN). Pilot programs to improve catch and effort estimates are ongoing, and involve coordination between NOAA Fisheries headquarters, West Coast Region, Northwest Fisheries Science Center, and Southwest Fisheries Science Center; Pacific States Marine Fisheries Commission; California Department of Fish and Wildlife (DFW); Washington DFW; and Oregon DFW.

<sup>1</sup> National Marine Fisheries Service. 2012. Fisheries Economics of the United States, 2011. U.S. Dept. of Commerce, NOAA Tech. Memo. NMFS-F/SPO-118, 175p. Available at: <https://www.st.nmfs.noaa.gov/st5/publication/index.html>.

<sup>2</sup> A refresher on jurisdictional issues and an overview of the fisheries management process is available in Section 3.5 of the Pacific Fishery Management Council's Pacific Coast Fishery Ecosystem Plan for the U.S. Portion of the California Current Large Marine Ecosystem at: [http://www.pccouncil.org/wp-content/uploads/FEP\\_February2013\\_Draft\\_for\\_web.pdf](http://www.pccouncil.org/wp-content/uploads/FEP_February2013_Draft_for_web.pdf).



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## Setting the Stage

The inaugural Northwest and Southwest Regional Action Agendas were released in December 2011 to serve as a publicly available roadmap detailing regional priorities and objectives. As part of NOAA's National Recreational Fisheries Engagement Initiative, NOAA Fisheries Northwest Regional Office, Southwest Regional Office, Northwest Fisheries Science Center, and Southwest Fisheries Science Center conducted public outreach for the purpose of updating the 2011 Agenda. Since the initiation of the process to update this Action Agenda, the Northwest Regional Office and Southwest Regional Office have merged into a new West Coast Regional Office. Although separate processes were tailored to the former Northwest and Southwest regions, the plans were integrated and are presented here as a single coastwide agenda.

To arrive at this updated Action Agenda, NOAA Fisheries staff gathered initial ideas and feedback from the public. NOAA Fisheries consulted with leaders of the recreational fishing community to identify concerns and develop action ideas. Initial planning was done with input from Northwest and Southwest representatives to the Recreational Fisheries Working Group of NOAA's Marine Fisheries Advisory Committee (MAFAC). The former Northwest Regional Office launched a website in February 2013 to highlight the Recreational Initiative and announce the beginning of a process to update the Action Agenda. NOAA Fisheries convened a series of day-long recreational fisheries roundtables in Halfmoon Bay and Marina Del Rey, California, and Portland, Oregon.<sup>3</sup> Each roundtable provided a framework for the recreational fishing community to provide ideas for inclusion in the updated Action Agenda. In June 2013, the Northwest Regional Office and Science Center released a draft Action Agenda for public comment. The Southwest Regional Office and Science Center solicited direct input from recreational fishing leaders in California.

This updated Action Agenda is designed to be a discrete list of action items aligned with NOAA Fisheries' mission and budgetary resources and consistent with the goals of the Recreational Initiative.<sup>4</sup> It is meant to complement existing management processes and add value to NOAA's interface on recreational fisheries issues. The following criteria were used to determine which actions were appropriate for inclusion in this Action Agenda:

- Practical and timely (i.e., a project that can be implemented within the life of the Action Agenda).
- Cost-effective and within available resources.
- Value added (i.e., a new activity or renewed focus on an existing one).
- Aligned with NOAA Fisheries' mission.

<sup>3</sup> For more information, see: [http://www.nwr.noaa.gov/stories/2013/04\\_2013\\_4\\_4recreational\\_fishing\\_meeting.html](http://www.nwr.noaa.gov/stories/2013/04_2013_4_4recreational_fishing_meeting.html)

<sup>4</sup> Available at: <http://www.nmfs.noaa.gov/stories/2011/12/recfish.html>



## West Coast Region: Goals and Objectives

GOAL	OBJECTIVE	PROJECT(S)	DETAILS
<b>GOAL 1 – Improved Recreational Fishing Opportunities</b>	Objective 1: Participate in Fishing Events with a Broad Spectrum of Stakeholders (e.g., youth groups, veterans, disabled anglers, and minority groups) to Improve Stewardship Awareness and Adoption of Ethical Recreational Fishing Practices.	<p>Project 1: Participate in Ethical Angler Program Events.</p> <p>Provide opportunities for stakeholders to learn about the NOAA Ethical Angler Program, ethical fishing techniques, and marine conservation efforts. Disseminate best fishing practices and ethical angling information through demonstrations and brochures to event participants at piers and onboard CPFV trips.</p>	<p>Deliverable: Hands-on demonstrations at events and on-board CPFV trips.</p> <p>Timing: Ongoing.</p>
	Objective 2: Facilitate More Sustainable Fishing Opportunities Through Higher Survivorship of Released Fish.	<p>Project 1: Finalize Thresher Shark Post-release Mortality Study.</p> <p>Partner with the Southern California recreational fishing clubs and stakeholders to conduct field research to reduce the catch-and-release mortality rates for sport-caught common thresher sharks.</p>	<p>Deliverable: Publish research findings on post-release mortality studies in a peer-reviewed fisheries journal and disseminate best fishing practices and ethical angling information to stakeholders through:</p> <ul style="list-style-type: none"> <li>• Multimedia outreach products (print, web, audio-visual).</li> <li>• Presentations at fishing club meetings and other speaking venues.</li> <li>• Guest appearances on local sportfishing radio shows.</li> </ul> <p>Timing: Ongoing.</p>
		<p>Project 2: Promote Methods to Reduce Rockfish Barotrauma Mortality.</p> <p>Support education and outreach with recreational anglers to encourage effective use of descending devices and other means of reducing barotrauma-related mortality of rockfishes. This will include the production and distribution of educational materials as well as the free distribution of descending devices. This project may involve support for existing efforts (e.g., by state agencies, NGOs, or private entities).</p>	<p>Deliverable:</p> <ul style="list-style-type: none"> <li>• Presentations to fishing clubs.</li> <li>• Distribution of best fishing practices outreach materials.</li> <li>• Distribution of descending devices.</li> </ul> <p>Timing: Ongoing.</p>
		<p>Project 3: Collaborate on Habitat Restoration.</p> <p>A collaborative team, including NOAA and members of the recreational fishing community, would identify funding sources and develop a proposal for habitat restoration. The Northern Puget Sound Derelict Gear Removal Project is a potential model for this action item. In that project, NOAA's investment of \$75,000 was leveraged for an additional \$125,000 plus 500 volunteer hours (including key support from the recreational community) and resulted in 5 acres of restored benthic habitat.</p>	<p>Deliverable: There are three sequential deliverables/outcomes for this objective:</p> <ul style="list-style-type: none"> <li>• The formation of a collaborative team between NOAA, the recreational community, and other appropriate parties.</li> <li>• A restoration proposal targeted to an appropriate funding source.</li> <li>• Initiation of a habitat restoration project.</li> </ul> <p>Timing: The first two deliverables completed within the life of this plan; the third is dependent on funding.</p>
		<p>Project 4: Dispose and Recycle Monofilament Line.</p> <p>Provide support to the Idaho Department of Fish and Game to implement a monofilament recycling and public outreach program in the Upper Salmon River. Monofilament line discarded into rivers has ecosystem effects, including ensnarement of recreationally important species. The program is modeled after Boat U.S. Foundation's "Reel In &amp; Recycle."<sup>5</sup></p>	<p>Deliverable: 15 monofilament recycling stations in the Upper Salmon River.</p> <p>Timing: 2013–2014.</p>

<sup>5</sup> <http://www.boatus.com/foundation/monofilament/default.asp>

## West Coast Region: Goals and Objectives

GOAL	OBJECTIVE	PROJECT(S)	DETAILS
<b>GOAL 1 - Improved Recreational Fishing Opportunities</b>	Objective 2: Facilitate More Sustainable Fishing Opportunities Through Higher Survivorship of Released Fish.	Project 5: Habitat Assessment of Estuarine and Nearshore Forage Fish on the West Coast.  Determine local abundance levels and probability of presence/absence in historical (20–50 years old) and recent (past 10 years) datasets. These data will be examined in conjunction with habitat data (e.g., amount of wetland area, changes in wetland area) to determine the extent to which habitat modifications influence forage fish presence and abundance.	Deliverable: An assessment of nine species of forage fish spawning in estuaries and nearshore habitats across California, Oregon, and Washington.  Timing: 2013 and 2014.
		Project 6: Focus on Russian River Habitat Area Restoration.  Implement NOAA's Habitat Blueprint efforts for the Russian River in Northern California as a geographic priority area to focus expertise, resources, and actions to maximize benefits to marine resources. Restoration efforts will benefit Chinook and coho salmon as well as steelhead trout. Recreational anglers target many species in this system, including large and smallmouth bass, striped bass, bluegill, catfish, and shad, as well as salmon and steelhead.	Deliverable: Improved habitat available for recreational fishes throughout the Russian River.  Timing: Ongoing.
<b>GOAL 2 - Improved Recreational Catch, Effort, and Status Data</b>	Objective 1: Improve Recreational Fisheries Monitoring Data for Use in Management.	Project 1: Assess Response of Rockfish Populations to Rockfish Conservation Area Closures in Central California  Survey Rockfish Conservation Areas to investigate how fish populations have responded to 10 years of closure from fishing pressure by comparing new catch data with historical California DFW data. Sample historical fishing sites, comparing current catch rates and size distributions to historical data.	Deliverable: Manuscript describing benefits and consequences of Rockfish Conservation Areas in Central California, submitted for publication in peer-reviewed journal.  Timing: 2014.
		Project 2: Evaluate Habitat-Specific Catch Rates Using High-Resolution Bathymetric Charts and Recreational Catch Data.  Compare catch rates (a proxy for fish density) over time and across habitat types using a combination of high-resolution bathymetric data and drift-specific data from observers on CPFVs. The analysis will provide improved information on local trends in abundance for consideration in stock assessments, and will inform managers about the spatial distribution of stocks targeted by recreational fishermen.	Deliverable: Maps of relative fish abundance by habitat type, and a comparison of regional trends in relative abundance over time.  Timing: 2014.
		Project 3: Recover Historical Commercial Passenger Fishing Vessel Data.  Create a relational database of drift-specific (specific fishing event) catch and effort information from a historical (1987–1998) onboard CPFV observer program in California, in a format that is compatible with existing relational databases for the recent onboard sampling program (1999–2011). Recovery of high-resolution historical data will provide a continuous time series of catch and effort information that is needed for stock assessment of recreationally important species.	Deliverable: Relational database of drift-specific recreational catch and effort data from 1987–1998 for Central and Northern California.  Timing: 2014.

## West Coast Region: Goals and Objectives

GOAL	OBJECTIVE	PROJECT(S)	DETAILS	
GOAL 2 - Improved Recreational Catch, Effort, and Status Data	Objective 1: Improve Recreational Fisheries Monitoring Data for Use in Management.	Project 4: Evaluate Spatial and Temporal Patterns in Stock-Specific Catch per Unit Effort in the Recreational Chinook Salmon Fishery.	Deliverable: Evaluation of stock-specific Chinook ocean distributions, potentially improving opportunities for management of weak stocks.	
		Combine information on stock-specific catch in the recreational Chinook salmon fishery (derived via coded-wire tag and/or genetic stock identification) with measures of fishing effort to infer ocean spatial distribution of different stocks. This may aid in designing management measures to shift impacts from weak to target stocks.	Timing: 2014.	
		Project 5: Education and Outreach to Improve Fish Identification by Recreational Anglers.	Deliverable: Distribution of outreach materials devices to fishermen in 2014–2015.	
		Support the development of an education and outreach program to improve the accuracy of fish identification and catch reporting by recreational anglers. Interested anglers will be taught species identification to improve the accuracy and precision of creel surveys and other appropriate reporting mechanisms. This project may be NOAA-led or be implemented by a grant or contract to a qualified organization.	Timing: Initiate grant or contract in 2014.	
		Objective 2: Reduce Depredation and Marine Mammal Interactions with Anglers.	Project 1: Evaluate Sea Lion Depredation Reduction Methods.	Deliverable: Technical report.
			Project in progress partnering with CPFV operators to evaluate effectiveness of several devices designed to reduce depredation by California sea lions during fishing operations.	Timing: 2014.
			Objective 3: Conduct Cooperative Research Projects for Improved Data Collection and Monitoring.	Project 1: Encourage Highly Migratory Species Biological Sample Donation.
		Maintain and expand donation of heads and stomachs of tunas and other highly migratory species (HMS) by anglers through education and outreach efforts. Anglers will continue to be encouraged to donate the heads and stomachs of tunas and other highly migratory species to the Southwest Fisheries Science Center. These samples will be used to estimate parameters used in stock assessments and to characterize foraging ecology and stock structure. These are important elements for effective management.	Timing: Ongoing.	
		Project 2: Encourage and Support Sighting Reports – Basking Sharks.	Deliverable: Information on the abundance and distribution of basking sharks off the U.S. West Coast. This information will help us understand the environmental drivers behind distribution and abundance patterns.	
		Encourage anglers to report sightings of basking sharks to the Southwest Fisheries Science Center. Encourage anglers to report sightings of basking sharks through education and outreach efforts, including distribution of stickers, posters, and brochures with reporting information. Basking sharks were listed in 2010 as a NOAA Species of Concern. All sightings data are helpful to scientists studying this rare species	Timing: Ongoing.	

## West Coast Region: Goals and Objectives

GOAL	OBJECTIVE	PROJECT(S)	DETAILS
<b>GOAL 2 - Improved Recreational Catch, Effort, and Status Data</b>	Objective 3: Conduct Cooperative Research Projects for Improved Data Collection and Monitoring	Project 3: Collaborate with CPFV Fleet on Rockfish Surveys.  Utilize CPFVs as a platform to access rocky habitat-associated stocks not effectively captured by trawl survey techniques. Use combined information from multiple-frequency echo-sounder and high-resolution underwater camera observations.	Deliverable: Continued surveys.  Timing: Ongoing.
		Project 4: Encourage and Support HMS Billfish Tagging.  Continue the Southwest Fisheries Science Center Billfish Tagging Program. This program has been working with recreational anglers for 50 years and encourages ethical angling, including tag and release of healthy billfish. In recent years the tagging program has connected with billfish tournament coordinators and has encouraged tagging incentives. As a result, the U.S. tagging effort, particularly out of Hawaii, has increased. Additionally, the Science Center strives to support ethical angling internationally by fostering an annual international catch and effort survey as well as providing conventional tags across the Pacific.	Deliverable: Promote ethical angling by encouraging release of fish. Reach out to billfish anglers across the Pacific. Provide an annual index of catch per unit effort for a range of species from various locations throughout the Pacific and Indian Oceans. Share results through publication in the Billfish Newsletter, scientific publications, meetings, and presentations at fishing club meetings.  Timing: Ongoing.
<b>GOAL 3 - Improved Social and Economic Data on Recreational Fisheries</b>	Objective 1: A More Accurate Measurement of the Economic Contribution of West Coast Recreational Fisheries.	Project 1: Economic Cost & Revenue Study of West Coast Charter Boat / CPFV Operations.  Conduct a set of surveys of CPFV operators in California, Oregon, and Washington. Fleet characteristics and cost and earnings data from the survey will be used in estimating the economic contribution of the CPFV operations on the West Coast. Additionally, fleet characteristics and the current economic health of the industry and business owner expectations about the future will be examined. The results will be presented in NOAA Fisheries reports and incorporated into the models used by the Pacific Fisheries Management Council to estimate the economic effect of prospective management changes.	Deliverable: Technical report.  Timing: Data collection to occur in 2013–2014; publication of results in 2014–2015.
		Project 2: California 2011 Angler Expenditure Analysis.  Analyze the differences in economic impacts from marine recreational fishing across Northern and Southern California.	Deliverable: Technical report.  Timing: Publication of results in 2014.
	Objective 2: Improve Socio-Economic Research Tools.	Project 1: Develop Valuation Model: In-River Salmon and Steelhead.  Develop a model to estimate the economic value of the in-river salmon and steelhead fishery in California.	Deliverable: Manuscript for submission to journal.  Timing: 2014.
	Objective 3: Develop a Cooperative Human Dimensions Research Proposal for Improving Data on Recreational Fishing Communities.	Project 1: Cooperate on Research of Human Dimensions of Recreational Fishing.  Collaborate with recreational fishermen to propose a cooperative research project. Understanding the human dimensions of recreational fisheries is key to more effective and responsive management. Working directly with recreational fishermen to develop and implement a research proposal would enhance the relationship between NOAA Fisheries and the recreational community and ensure the research is relevant to the affected community. <sup>6</sup>	Deliverable: There are two sequential deliverables/outcomes for this objective: 1. The formation of a collaborative team between NOAA, the recreational community, and other appropriate parties. 2. A research proposal targeted to an appropriate funding source.  Timing: 2014–2015.



## West Coast Region: Goals and Objectives

GOAL	OBJECTIVE	PROJECT(S)	DETAILS
<b>GOAL 4 - Improve Communication</b>	Objective 1: Engage with Sportfishing and Outdoor Media to Increase NOAA Fisheries' Audience on Recreational Fisheries Issues.	Project 1: Participate in Sportfishing Radio Shows.	Deliverable: Radio appearances.
		Participate in sportfishing radio shows to disseminate the latest NOAA Fisheries science and management information and answer constituent call-in questions.	Timing: Ongoing/quarterly, and as invited.
	Objective 2: Engage with Stakeholders to Hear Concerns, Share Information, and Collaborate on Efforts.	Project 2: Develop and Distribute Fact Sheets and Articles.	Deliverable: Articles in periodicals.
		Work with West Coast sportfishing periodicals, local newspapers, and angling club newsletters to promote NOAA Fisheries Fact Sheets and articles highlighting topics such as economic surveys, species of interest, and pinniped depredation, as well as activities such as the Fred Hall Fishing and Boating Show exhibit.	Timing: Ongoing.
		Project 1: Create NOAA Fisheries Recreational Fishing Listserv.	Deliverable: E-mail listserv.
		Create and encourage interested parties to sign up for an e-mail listserv that will be used to distribute information about existing and planned NOAA Fisheries projects related to recreational fishing in the region. It will serve as a vehicle to inform and engage interested parties on agency activities as appropriate.	Timing: Initial listserv will be created in 2014.
		Project 2: Participate in Recreational Fishing Focused Conventions.	Deliverable: Participation in annual:
<b>GOAL 5 - Institutional Orientation</b>	Objective 3: Develop and Maintain an Informative Website on Recreational Fisheries.	Organize a NOAA Fisheries outreach and education booth at several California recreational fishing shows.	<ul style="list-style-type: none"> <li>• Fred Hall Fishing and Boating Show</li> <li>• San Diego Day at the Docks</li> <li>• Other relevant shows</li> </ul> Timing: Ongoing.
		Project 3: Present Ethical Angling and Best Fishing Practices.	Deliverable: Technical report.
	Objective 1: Increased Awareness of Recreational Fisheries Issues within NOAA Fisheries.	Seek opportunities to hold listening sessions and present information on current activities and research to smaller groups, particularly to sportfishing clubs.	Timing: Ongoing.
		Project 4: Meet with Constituents to Discuss Issues and Opportunities.	Deliverable: Meetings.
	Objective 1: Increased Awareness of Recreational Fisheries Issues within NOAA Fisheries.	Meet with constituents at least annually to present current NOAA Fisheries research, projects, and news to the recreational fishing community.	Timing: Annually or more often.
		Project 1: Update Current Recreational Fishing Websites.	Deliverable: Integrate websites.
		Integrate and improve the West Coast Region recreational fishing websites. This will include coordinating with the national NOAA Fisheries website.	Timing: 2014.

6 For more information on cooperative research at NOAA Fisheries, see: <http://www.st.nmfs.noaa.gov/cooperative-research/index>

## West Coast Region: Goals and Objectives

GOAL	OBJECTIVE	PROJECT(S)	DETAILS
<b>GOAL 5 - Institutional Orientation</b>	Objective 2: Demonstrate Agency Commitment to Collaborating with Recreational Fishing Constituents on Strategies for Improved Management, Stewardship, and Research.	Project 1: Acknowledge Constituents for Exemplary Marine Resource Stewardship Practices.  Develop and implement an award program to honor individuals or organizations for contributions to ethical angling and marine stewardship on the West Coast. These contributions could be through cooperative research, habitat restoration, promotion of ethical angling practices, or development of innovative fishing gear and techniques to reduce post-release mortality.	Deliverable: Presentation of one or more plaques/certificates per year based on available funding.  Timing: Initial award will be made in 2014 with annual awards thereafter.
	Objective 3: Ensure that Recreational Fisheries Issues are Communicated and Considered in Research and Management Decisions.	Project 1: Maintain Effective Internal Communications.  Improve incorporation of recreational fishing community considerations into management and research decisions through ongoing communication and collaboration with other appropriate staff in the West Coast Regional Office and the Southwest and Northwest Fisheries Science Centers.	Deliverable: Coordinators provide updates to appropriate staff.  Timing: Ongoing.
		Project 2: Improve Communications with West Coast National Marine Sanctuaries.  Build stronger working relationships with West Coast National Marine Sanctuaries through regular communications with the five West Coast Sanctuaries.	Deliverable: Regular communications on recreational fishing issues within sanctuary boundaries.  Timing: Ongoing.

### Additional Activity Supporting Recreational Fisheries

Recreational fishermen are critical partners in NOAA Fisheries' mission to promote sustainable fisheries, habitat conservation, and the recovery of protected species. NOAA Fisheries is guided by the Magnuson-Stevens Act, the Marine Mammal Protection Act, the Endangered Species Act (ESA), and other applicable law to work with recreational fishermen at every level of public process. Examples include the special care taken to ensure recreational interests are represented throughout the Pacific Fishery Management Council's committee structure where anglers engage side-by-side with NOAA Fisheries staff to support fishery management decisions. ESA-recovery teams (e.g., Puget Sound rockfish) include recreational fishermen as standing members so that recovery efforts are appropriately balanced with the needs of recreational fisheries. And under the Federal Advisory Committee Act, NOAA Fisheries engages with the MAFAC Recreational Fisheries Working Group and other recreational fishing group organizations.

NOAA Fisheries scientists continue to develop products that support recreational fisheries in the region. For example, stock assessments are conducted for many important recreational targets and updated regularly. NOAA Fisheries works with Pacific States Marine Fisheries Commission and the California, Oregon, and Washington DFWs through RecFIN to maintain robust and accurate sampling programs for recreational catch and effort over time and by region. Agency scientists continue to assess toxic chemical threats to recreational fisheries and human health. Salmon hatchery science continues to be a major focus, as well as examining the interactions between salmonids and non-native fish.

### Summary

In summary, this Action Agenda is meant to complement existing NOAA Fisheries' processes in order to improve fishing opportunities, science, and communication related to recreational fisheries. This Action Agenda is an iteration of a process initiated in 2010 to detail regional priorities and objectives for recreational fisheries issues. We look forward to working closely with the recreational community and other partners to implement the diverse and exciting projects in this agenda.



**U.S. Secretary of Commerce**  
Penny Pritzker

**Administrator of National Oceanic and Atmospheric  
Administration and Undersecretary of Commerce**  
Dr. Kathy Sullivan

**Assistant Administrator for NOAA Fisheries**  
Eileen Sobeck

**March 2014**

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